SBI YONO(YOU ONLY NEED ONE)

E-COMMERCE

E-BANKING



CHAPTER 1

INTRODUCTION

INTRODUCTION

* E-COMMERCE

E**-**commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

* E-BANKING

Onlinebanking, also known as internetbanking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.

Some banks operate as a "direct bank" (or “virtual bank”), where they rely completely on internet banking.

Internet banking software provides personal and corporate banking services offering features such as viewing account balances, obtaining statements, checking recent transaction and making payments.

* SBI

The StateBankofIndia (SBI) is an Indian multinational, public sector banking and financial services statutory body. It is a government corporation statutory body headquartered in Mumbai, Maharashtra. SBI is ranked as 216th in the *Fortune Global 500* list of the world's biggest corporations of 2018. It is the largest bank in India with a 23% market share in assets, besides a share of one-fourth of the total loan and deposits market.

The bank descends from the Bank of Calcutta, founded in 1806, via the Imperial Bank of India, making it the oldest commercial bank in the Indian subcontinent. The Bank of Madras merged into the other two "presidency banks" in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it the State Bank of India.

* SBI YONO

YONO (You Only Need One) is an integrated digital banking platform offered by State Bank of India (SBI) to enable users to access a variety of financial and other services such as taxi bookings, online shopping, or medical bill payments. YONO is offered as a smartphone app for both Android and iOS.

OBJECTIVES

* Benefits given by the bank through app.
* Customer satisfaction.
* Awareness of app uses among the people.
* Problem solving by the person when there is a transaction problem.
* Is customer getting better services.

METHODOLOGY

## COLLECTION OF DATA

The data can be collected from primary and secondary sources. The basic premises of my study is primary data .Convenient sample that was representative of the target market was chosen, the respondents were contacted personally and the instrument used for collecting data is questionnaire.

## Statistical Data can be classified into two categories

* + 1. Primary Sources
    2. Secondary Sources

## Primary Data

## Primary data is collected by using the questionnaire method .

## Secondary Data

The Main sources of Secondary data are combination of information from the internet, research journals and books of the related topic.

* Smaple Size

The Sample size is 25 people.

CHAPTERISATION

Chapter 1

Introduction

E-Commerce - E-Banking – SBI – SBI YONO

Objectives

Methodology

Chapter 2

Company profile/ Financial Institution

General profile

Mission – Vision – History – Objectives – SWOT Analysis – Achievements – Future plans

Functional profile

Finance – Life Insurance – ATM Cards – Vehicle Insurance – Home Loans – Car Loans –Two wheeler Loans – Education Loans – Etc – Mutual Funds – Securities - Balance Sheet

Chapter 3

Conceptual profile

Theory aspect of the concept

Application of the concept in the company

Chapter 4

Findings, Analysis and Interpretation

Chapter 5

Summary and Suggestions

Chapter 6

Annexures

Chapter 7

Bibliography

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE**/**FINANCIAL INSTITUTION

State Bank of India (SBI) Group is the biggest financial services conglomerate in India. Headquartered in Mumbai, SBI provides a wide range of products and services to individuals, commercial enterprises, large corporates, public bodies and institutional customers through its various branches and outlets, joint ventures, subsidiaries and associate companies. The Group comprises of State Bank of India (SBI), its various non-banking subsidiaries/ joint ventures, and foreign banking subsidiaries/ joint ventures.

SBI, the flagship company of the group, traces its ancestry to Bank of Calcutta founded in 1806. It was the first bank established in India, and over a period of time, evolved into State Bank of India (SBI). SBI represents a sterling legacy of over 200 years. It is the oldest commercial bank in the Indian subcontinent, strengthening the nation’s trillion-dollar economy and serving the aspirations of its vast population. The Bank is India’s largest commercial Bank in terms of assets, deposits, branches, number of customers and employees, enjoying the faith of millions of customers across the social spectrum.

A Fortune 500 company, SBI has entered into the league of top 50 global banks with a balance sheet size of over Rs 30 lakh crore, over 24,000 branches and 59,000+ ATMs serving over 42 crore customers after the merger of its five Associate Banks and Bharatiya Mahila Bank on 1st April 2017. SBI has an overseas presence through 195 foreign offices spread across 36 Countries.

What these impressive figures do not reveal is the tremendous trust Indians repose on the Bank. SBI has been the most trusted brand on the banking horizon in India. The Bank believes that it owes a solemn duty to the less fortunate and underprivileged members of the society to make sustainable social change in their lives.

The Bank has always placed the interest of the common man at its core. SBI has thoughtfully designed products and services to meet all the needs of the financial life cycle of an average Indian. Bank’s customised savings products are very good options for young adults to build a corpus for themselves and their children. The variety of Home Loan products offered at very affordable prices, personal loans, car loans, debit and credit cards and travel cards cater to lifestyle improvement needs. While Education Loans ensure smooth completion of technical or higher education in India and abroad, the range of Health Insurance options provide reliable protection for aging parents and also the whole family. From vehicle and home insurance to demat accounts and wealth management, from precious metals to private banking, SBI is at your beck and call to cater to your needs, on its own and through the group companies.

On the technology front, SBI has expanded the digital base of the Bank manifold in recent years. It plays a vital role in making the Government of India’s Digital India initiative a reality. SBI has always been on the forefront to embrace changes without losing sight of its credos like transparency, sustainability, social responsibility and customer service.

YONO was launched on Friday 24 November 2017 by Arun Jaitley, the Finance Minister of India.

YONO offers services from over 60 e-commerce companies including online shopping, travel planning, taxi booking, online education and offline retail. YONO also offers conventional mobile banking services such as bank account opening, fund transfers, cashless bill payments, and loans. The smartphone app can be used to make ATM withdrawals.

GENERAL PROFILE

* MISSION

SBI mission is to prompt, polite andprocative with their customers, speak the language of young india, create products and services that help customers to achieve their goals, beyond the call of duty to make customers valued, service even in the remotest part of our country, offer excellence in services to those aboard as much as we do to those in india, imbibe state of the art technology to drive excellence.

* VISION

SBI vision is to my sbi, my customer first, my sbi frist in customer sactification.

* HISTORY

The roots of the State Bank of India lie in the first decade of the 19th century when the Bank of Calcutta later renamed the Bank of Bengal, was established on 2 June 1806. The Bank of Bengal was one of three Presidency banks, the other two being the Bank of Bombay (incorporated on 15 April 1840) and the Bank of Madras (incorporated on 1 July 1843). All three Presidency banks were incorporated as joint stock companies and were the result of royal charters. These three banks received the exclusive right to issue paper currency till 1861 when, with the Paper Currency Act, the right was taken over by the Government of India. The Presidency banks amalgamated on 27 January 1921, and the re-organised banking entity took as its name Imperial Bank of India. The Imperial Bank of India remained a joint stock company but without Government participation.

Pursuant to the provisions of the State Bank of India Act of 1955, the Reserve Bank of India, which is India's central bank, acquired a controlling interest in the Imperial Bank of India. On 1 July 1955, the Imperial Bank of India became the State Bank of India. In 2008, the Government of India acquired the Reserve Bank of India's stake in SBI so as to remove any conflict of interest because the RBI is the country's banking regulatory authority.

In 1959, the government passed the State Bank of India (Subsidiary Banks) Act. This made eight banks that had belonged to princely states into subsidiaries of SBI. This was at the time of the first Five Year Plan, which prioritised the development of rural India. The government integrated these banks into the State Bank of India system to expand its rural outreach. In 1963 SBI merged State Bank of Jaipur (est. 1943) and State Bank of Bikaner (est.1944).

SBI has acquired local banks in rescues. The first was the Bank of Bihar (est. 1911), which SBI acquired in 1969, together with its 28 branches. The next year SBI acquired National Bank of Lahore (est. 1942), which had 24 branches. Five years later, in 1975, SBI acquired Krishnaram Baldeo Bank, which had been established in 1916 in Gwalior State, under the patronage of Maharaja Madho Rao Scindia. The bank had been the *Dukan Pichadi*, a small moneylender, owned by the Maharaja. The new bank's first manager was Jall N. Broacha, a Parsi. In 1985, SBI acquired the Bank of Cochin in Kerala, which had 120 branches. SBI was the acquirer as its affiliate, the State Bank of Travancore, already had an extensive network in Kerala.

There has been a proposal to merge all the associate banks into SBI to create a single very large bank and streamline operations.

The first step towards unification occurred on 13 August 2008 when State Bank of Saurashtra merged with SBI, reducing the number of associate state banks from seven to six. On 19 June 2009, the SBI board approved the absorption of State Bank of Indore. SBI holds 98.3% in State Bank of Indore. (Individuals who held the shares prior to its takeover by the government hold the balance of 1.7%.)

The acquisition of State Bank of Indore added 470 branches to SBI's existing network of branches. Also, following the acquisition, SBI's total assets will approach 10 trillion. The total assets of SBI and the State Bank of Indore were 9,981,190 million as of March 2009. The process of merging of State Bank of Indore was completed by April 2010, and the SBI Indore branches started functioning as SBI branches on 26 August 2010.

On 7 October 2013, Arundhati Bhattacharya became the first woman to be appointed Chairperson of the bank. Mrs. Bhattacharya received an extension of two years of service to merge into SBI the five remaining associated banks.

OBJECTIVES

The State Bank of India has been established to operate on the normal commercial principles, with the only difference that, unlike other commercial banks in the country, it takes into consideration and responds in a progressively liberal manner the financial requirements of cooperative institutions and small scale industries, particularly in the rural areas of the country.

* To act in accordance with the broad economic policies of the government.
* To encourage and mobilise savings by opening branches in rural and semi-urban areas and to promote rural credit.
* To establish government partnership in the provision of cooperative credit.
* To extend financial help for the establishment of licensed warehouses and cooperative marketing societies.
* To provide financial help to the small scale and cottage industries.
* To provide remittance facilities to the banking institutions.

SWOT

* Strength

SBI is the largest bank in India in terms of market share, revenue and assets.  
As per recent data the bank has more than 13,000 outlets and 25,000 ATM centres  
The bank has its presence in 32 countries engaging currency trade all over the world  
The bank has a merged with State Bank of Saurashtra, State bank of Indore and the bank is planning to go further acquisition in the current FY2012.  
SBI has the first mover advantage in commercial banking service  
SBI has recently changed its vision and mission statements showing a sign of inclination towards new age banking services.

* Weakness

Lack of proper technology driven services when compared to private banks  
Employees show reluctance to solve issues quickly due to higher job security and customers’ waiting period is long when compared to private banks  
The banks spends a huge amount on its rented buildings  
SBI has the largest number of employees in banking sector, hence the bank spends a considerable amount of its income in employee’s salary compensation  
In spite of modernization, the bank still carries the perception of traditional bank to new age customers  
SBI fails to attract salary accounts of corporate and many government sector employees salary accounts are also shifted to private bank for ease of operations unlike before.

* Opportunity

SBI’s merger with five more banks namely State Bank of Hyderabad, State bank of Patiala, State bank of Bikaber and Jaipur, State of bank of  Travancore and State bank of Mysore are in approval stage  
Mergers will result in expansion of market share to defend its number one position  
SBI is planning to expand and invest in international operations due to good inflow of money from Asian Market  
Since the bank is yet to modernize few of its banking operations, there is a better scope of using advanced technologies and software to improve customer relations  
Young and talented pool of graduates and B schools are in rise to open new horizon to so called “old government bank.”

* Threat

Net profit of the year has decline from 9166.05 in the year FY 2010 to 7,370.35 in the year FY2011  
This shows the reduce in market share to its close competitor ICICI  
Other private banks like HDFC, AXIS bank etc  
FDIs allowed in banking sector is increased to 49% , this is a major threat to SBI as people tend to switch to foreign banks for better facilities and technologies in banking service  
Other government banks like PNB, Andhra, Allahabad bank and Indian bank are showing  
Customer prefer to switch to private banks and financial service providers for loans and mortgages, as SBI involves stringent verification procedures and take long time for processing.

ACHIEVEMENTS

* Best Transaction Bank in India by “The Asian Banker” for the second time in a row.
* ”The Best Trade Finance Bank (India)-2019” for the eighth consecutive year by Global Finance Magazine.
* “Green Bond Pioneer Award” for being the largest new emerging markets Certified Climate Bond issuer of 2018 by Climate Bond Initiative.
* ‘Best MSME Bank Award-Large bank’ by CIMSME.
* YONO, our digital initiative, won the “Mobile Banking Initiative of the Year - India” at the Asian Banking and Finance Retail Banking Awards, Singapore and ET BFSI Innovation Awards.
* At the Asian Banker Financial Technology Innovation Awards 2018 SBI received awards in a number of categories including The Risk Data and Analytics Technology Implementation of the Year for OFSAA.

FUTURE PLANS

Having drawn youngsters (aged 20-30) with its integrated digital platform YONO, State Bank of India (SBI) is now gearing up to expand its reach.

YONO, which stands for ‘You Only Need One’, is a comprehensive platform that offers lifestyle and banking services. It is experiencing around three lakh daily logins.

“Following the success of YONO among youth, we are planning to offer similar services to businessmen, globetrotters and farmers. This is being launched around April,” said SBI Chairman Rajnish Kumar at a press conference here on Monday.

“For businessmen, all their needs will be bundled under one card or services. For globetrotters and NRIs, their exclusive needs are currently being mapped.”

“For farmers, the ‘YONO Farmer’ service will offer, in addition to farm loans, many agriculture-related services like seeds, climate or weather information, KCC (Kisan Credit Card) loans, gold loans and online mandi or market info.

“This platform will be rolled out initially in six vernacular languages,” he added.

Since its launch in 2017, YONO has clocked 61 lakh users and registrations, said Kumar. Everyday, about 5,000 applications are logged in and about 50 core disbursals are made, he added.

The bank today held the ‘YONO SBI 20 Under Twenty’ awards function.

Zaira Wasim of Secret Superstar fame, Rajasthani folk singer Jasu Khan and Indian sports shooter Manu Bhaker were among the 20 winners in 10 diverse fields.

Hridayeshwar Singh Bhati, the wheelchair-bound 16-year-old who invented the Six-Player Chess, bagged the ‘Jury’s choice’ award.

FUNCTIONAL PROFILE

* FINANCIAL PRODUCTS

Financial products of sbi yono are

* Credit cards like visa, mastercard.
* Insurance like life,vechicle etc.
* Investments like mutual funds, securities.
* Loans like car, education, home.
* SBI customers can login with their Internet Banking credentials on the YONO app/portal and access the “Shop” & “Book and Order” sections of OMP.
* CREDIT CARDS

SBI Credit Card was first launched in October 1998 in India’s capital city New Delhi. It was launched in a joint venture with GE Capital. It is incorporated as SBI Cards and Payments Services Private Limited. It is headquartered in Gurgaon, Haryana. The State Bank of India is the largest public sector bank in India. The term SBI is a household name in India. It is considered as the most trusted banker in India, this faith led to achieving a credit card customer base of 1 lakh within a short span of 10 months after its initial launch. Later by February 2000, its number increased to 2.50 lakh and crossed a whopping 5 lakh by December 2000. As of 2017, SBI Credit Card entered into 5 million cards club.



* INSURANCE

It is founded in the year 2001, as a jiont venture between state bank of india and BNP paribas cardif, two highly distuingushed service provider in financail domain. SBI holds 74% of the total capital and BNP paribas cardif holds 26% of the total capital. SBI life insurance has transpired the insurance sphere in india and is one of the key player in insurance domain as on date. The products offered as not only as versatile it could be to cater the need of every indian, but are also loaded with dexterity as in date. The Life Insurance plans are offered in 3 categories by SBI life insurance as per the customer need and their base:

1. Individual Plans.
2. Group Plans.
3. Online Plans.

* INDIVIDUAL PLANS

The SBI Life Insurance plans are designed to cater the needs of individual customer in every walk of life.

The variants of individual plans are:

1. Protection Plans.
2. Savings Plans.
3. ULIP’s Plans.
4. Child Plans.
5. Pension Plans.
6. Money Back Income Plans.

* PROTECTION PLANS

It is offered by SBI Life Insurance Policy ensure insurance benefits and bonuses along side tax benefits.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Maturity benefit | Death benefit |
| SBI Life-eShield | 18-65 yrs | 5-30 yrs | Nil | Sum assured |
| SBI Life- poorna Suraksha | 18-65 yrs | 10/15/20/25/30 yrs | Nil | Sum assured |
| SBI Life- Sampoorn Cancer Suraksha | Adult-18-65 yrs | 5-30 yrs | Standard benefit/Classic benefit/ Enhanced benefit (as per type of cancer and stage upon diagnosis) | |
| Child-7-17 yrs |
| SBI Life- Smart shield | 18-60 yrs | 5-30 yrs | Nil | Sum assured |
| SBI Life- Saral shield | 18-60 yrs | 5-30 yrs | Nil | Sum assured |
| SBI Life- Saral swadhan+ | 18-55 yrs | 10/15 yrs | Increased percentage total Premiums Paid, subject to policy term | Sum assured |
| SBI Life- Smart swadha plus | 18- 65 yrs | 10-30 yrs | 100% of total premiums paid | Sum assured |
| SBI Life- Grameen bima | 18-50 yrs | 5 yrs | Nil | Sum assured |
| SBI Life- eIncome shield | 18-50 yrs | 10-35 yrs | Nil | Sum assured |

* Savings Plans

Its specially crafted Savings Plans caters the need of both protection and saving under one umbrella. Savings Plans allow customer to plan well ahead for any untoward event in future and have a source of regular income as well.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Maturity benefit | Death benefit |
| SBI Life- Shubhnivesh | 18-60 yrs | 5-30 yrs | Available, payable as per policy option | Payable as per policy option |
| SBI Life- Smart bachet | 8-50 yrs | 10-25 yrs | Sum assured plus maturity bonus+ terminal bonus, if any | Sum assured plus maturity bonus+ terminal bonus, if any or 105% of total premium paid, subject to policy option |
| SBI Life- Flexi Smart Plus | 18-60 yrs | 5-30 yrs | Policy A/c value and terminal bonus, if any | As per completed policy term and pollicy option |
| SBI Life- CSC Saral Sanchay | 18-60 yrs | 10/15 yrs | Total of all premiums paid or balance in IPA, whichever is highest | Sum assured or 105% of premiums paid or total of all premiums paid or balance in IPA whichever is highest |
| SBI Life- Smart Women Advantage | 18-50 yrs | 10/15 yrs | Sum assured plus maturity bonus plus terminal bonus, if any | Sum assured plus bonuses or 105% of premium paid whichever is heigher |
| SBI Life- Smart Guaranteed Savings Plan | 18-50 yrs | 15 yrs | Sum assured plus accrued bonuses, if any | Sum assured plus accrued bonuses, if any |
| SBI Life- Smart Humsafar | 18-46 yrs | 10-30 yrs | Sum assured plus maturity bonus plus terminal bonus, if any | Subject to age at entry and age of the tome of death inclusive of sum assured and other bonuses |
| SBI Life- Smart Money Planner | 18-60 yrs | 15/20/25 yrs | Sum assured plus maturity bonus plus terminal bonus, if any | Sum assured on death plus maturity bonus+ terminal bonus, if any or 105% of total premium paid, whichever is highest |
| SBI Life- Smart Money Back Gold | 14-55 yrs | 12/15/20/25 yrs | Sum assured at maturity | Sum assured on death plus maturity bonus+ terminal bonus, if any or 105% of total premium paid, whichever is highest |

* ULIP’s PLANS

These are market linked insurance plans with an exclusive amalgam of both earning and protection cover. The plans offered in multiple schemes as per the risk appetite of the customer.

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| --- | --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Maturity benefit | Death benefit |
| SBI Life- Smart Wealth Builder | 7-65 yrs | 5-30 yrs | Fund value | Fund value or sum assured (whichever is highest) |
| SBI Life- Smart Wealth Assure | 8-65 yrs | 10-30 yrs | Fund value | Fund value or sum assured (whichever is highest) |
| SBI Life- Smart Power insurance | 18-45 yrs | 10-30 yrs | Fund value | Fund value or sum assured (whichever is highest) |
| SBI Life- Smart Elite | 18-65 yrs | 5-20 yrs | Fund value | Fund value or sum assured or fund value and sum assured (as per plan) |
| SBI Life- Smart Privilege | 18-55 yrs | 5-30 yrs | Fund value | Fund value or sum assured or 105% of total premiums paid until demise (whichever is highest) |
| SBI Life- Saral Maha Anand | 18-55 yrs | 10,15/20 yrs | Fund value | Fund value or sum assured or 105% of total premiums paid until demise (whichever is highest) |
| SBI Life- eWealth Insurance | 18-50 yrs | 10-20 yrs | Fund value | Fund value or sum assured or 105% of total premiums paid until demise (whichever is highest) |

* CHILD PLANS

It offers child plans to ensure a safe and secure future for children so that their monetary expenses are covered.

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| --- | --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Life benefit | Maturity benefit |
| SBI Life- Smart Champ Insurance | 21-50 yrs | 21 yrs | Smart benefits as per policy | \_ |
| SBI Life- Smart Scholar | 18-57 yrs | 8-25 yrs | Sum assured or 105% of total premiums paid until demise (whichever is highest) | Fund value |

* PENSION PLANS

It offers several retirement plans so that customers can easily build a safe havean for themselves upon retirement and continue to be self sufficient.

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| --- | --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Vesting benefit | Death benefit |
| SBI Life- Saral Pension | 18-65 yrs | 10-40 yrs | Sum assured or total premiums paid accumulated with compound interest, plus bonuses (if any) | Available (as per policy option) |
| SBI Life- Retire Smart | 30-70 yrs | 10-35 yrs | Fund value+ terminal addition, or 101% of total premiums paid, whichever is highest | Fund value+ 105% of total preimums paid until the demise |
| SBI Life- Annuity Plus | 40-80 yrs | \_ | \_ | As per undertaking |

* GROUP PLANS

It is offered by SBI Life Insurance Company provide insurance and protection solutions to groups. These are categorized as follows:

1. Corporate solutions.
2. Group loan protection products.
3. Group micro insurance plans.

* CORPORATE SOLUTIONS

It brings a host of corporate solutions to customers. These are customized to meet te requirement of corporate bodies to strength employer-employee relationship.

|  |  |  |  |
| --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Benefits |
| SBI Life- Kalyan ULIP Plus | 18-79 yrs | 1yr to no limit | Nil |
| SBI Life- Capassure Gold | As per scheme rules | 1 yr renewable | As per scheme rules |
| SBI Life- Gaurav Jeevan | 18-85 yrs minimum no’s of members - 50 | Nil | As per scheme rules |
| SBI Life- Pradhan Mantri Jeevan Jyoti Bima Yojana | 18-50 yrs | 1 yr renewable | Sum assured benefit upon death |
| SBI Life- Sampoorn Suraksha | 18-79 yrs minimum no’s of members -10 | Nil | Death benefit sum assured |
| SBI Life- Swarna Jeevan | 30-85 yrs minimum no’s of members -10 | Nil | Death benefit |

* GROUP PROTECTION PLANS

It offers its group based customers manifold protection plans to be all geared up for any unpredicted event.

|  |  |  |  |
| --- | --- | --- | --- |
| Plans | Eligiblity | Policy term | benefits |
| SBI life- riNn Raksha | 16-70 yrs | 2-30 yrs | Death and disability cover |

* GROUP MIRCRO INSURANCE PLANS

It is specially crafted for the inclusion of financially weaker segment if society into insurance sphere.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Plans | Eligibility | Policy term | Maturity benefit | Death benefit |
| SBI Life- Shakti | 18-60 yrs minimum group size- 10 members | 5 yrs | 50% of premiums paid | Sum assured |
| SBI Life- Grameen Super Suraksha | 18-65 yrs | 5 yrs | No benefit | Sum assured |

* ONLINE PLANS

It offers a state of the art online platform to enroll life insurance plans. Plans which are online are:

1. SBI Life- eShield
2. SBI Life- eWealth Insurance
3. SBI Life- Annuit Plus
4. SBI Life- eIncome Sield
5. SBI Life- Sampoorn Cancer Suraksha
6. SBI Life- Poorna Suraksha
7. SBI Life- Kalyan ULIP Plus
8. SBI Life- CapAssure Gold
9. SBI Life- Grurav Jeevan
10. SBI Life- Pradhan Mantri Jeevan Yojana
11. SBI Life- Sampoorn Suraksha
12. SBI Life- Swarna Jewan

* VEHICLE INSURANCE
* CAR INSURANCE

SBI Car Insurance by SBI General Insurance Company is the most trusted insurer in India which is a joint venture between SBI owning 74% of the total and IAG holding the rest 26%. SBI is the country’s largest and foremost leading commercial bank in terms of profit, balance sheet, deposits, customer base and last but not in the least its huge network of branches. IAG is a pioneer in GIC mainly in Australia, New Zealand and Asia which under writes almost an $11 billion of premium every year. Car is treated as one of the important treasured possession in anybody’s life. In today’s busy world, almost every individual needs their own mode of transportation in order to have a smooth and independent life and car is necessity. Therefore, protecting car or his or her vehicle is of utmost importance. The protection can be done against risks like natural calamities and other damages like theft etc. not only can this but third party damage or loss and legal proceedings also be taken care of the car insurance plans. It’s absolutely necessary that every car owner must have a car insurance plan and moreover the same has been mandated by law as well. SBI General Insurance has come up with tailor made car insurance plans which fit the necessities and provisions that an individual might need for his or her vehicle.

|  |  |
| --- | --- |
| Features | Coverage and benefits |
| Third party coverage | Protects against any legal liability arising out of an accident |
| Incurred claim ratio | 102.07% |
| Personal accident insurance | Upto 15 lakhs |
| Network garages | 1500+ |
| No claim bonus | Yes |

* TWO WHEELER INSURANCE

It refers to the type of insurance policy that provides coverage against any damage that may occur to a 2 wheeler vehicle, or it riders due to some unforeseen event such as road accidents, theft or natural disasters. It also provides liabilities that may arise due to injuries or damages caused to a third party individual or property. 2 wheeler insurance is an ideal solution to meet the ever so inflated repair costs that may arise due to the damages caused to the insured2 wheeler vehicles. In addition, bike insurance plans provide to all types of 2 wheeler vehicles including motorcycles, moped and scooters and are available for all 2 wheeler vehicles used for both, person or commercial use.

There are two types of 2 wheeler insurances policies:

1. Comprehensive 2 wheeler Insurance.
2. Liability only 2 wheeler Insurance.

* COMPREHENSIVE 2 WHEELER VEHICLE INSURACE

It is also called as first party 2 wheeler insurance provides coverage against all types of damages caused to the insured vehicle and its rider.

* LAIBILITY ONLY 2 WHEELER INSURANCE

It is also called as third party 2 wheeler insurance provides coverage against injuries damages caused to a third party individual or property by insured vehicle.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Insurer 2 wheeler | Third party cover | Network garages | Personal accidental cover | Incurred claim ratio | Policy term | No claims bonus |
| Bajaj Allianz | Available | 4000+ | Rs. 15 Lakh | 69.19% | 1 yr | Available |
| Bharati AXA | Available | 1600+ | Rs. 15 Lakh | 89.09% | 1 yr | Available |
| HDFC Ergo | Available | 1600+ | Rs. 15 Lakh | 89.43% | 1 yr | Available |
| IFFCO Tokio | Available | 2000 | Rs. 15 Lakh | 79.19% | 1 yr | Available |
| Reliance | Available | 159 | Rs. 15 Lakh | 81.47% | 1 yr | Available |
| Universal Sompo | Available | 150+ | Rs. 15 Lakh | 80.66% | 1 yr | Available |
| Royal Sundaram | Available | 3300+ | Rs. 15 Lakh | 84.99% | 1 yr | Available |
| New India Assurance | Available | 150+ | Rs. 15 Lakh | 79.68% | 1 yr | Available |

* OTHER INSURANCE
* TRAVEL INSURANCE

When you are making your vacation plans do not forget one vital aspect! Travel insurance is today the need of the hour. Whether you travel international or within the country, out of home signify FOREIGN GROUND. So, keep yourself, your family, and your luggage protected against any eventuality. Travel insurance includes Domestic Insurance, International Insurance, Student Insurance, Senior Citizen Insurance, and Family Insurance.

1. Cover for trip cancellation, delays.
2. Cover four lost, delayed luggage or passport.
3. Out/in patient hospitalization coverage.
4. Contingency cover for personal possessions.
5. Accident cover against death/permanent disability.

* CORPORATE INSURANCE

Insecurity, risk, and uncertainty are incidental in Corporate Sector. So, the best you can do for your organization and the employees is to avail the facility of corporate insurance. These are ideal for SMEs, Big Enterprises, and Medium Range Companies. Different types include,

1. Asset & Property Insurance: Fire Insurance, Shop Owner\'s Plan, Office Package, & Burglary Insurance.
2. Group Health & Accident Insurance: Health Insurance, Travel Insurance, Accident Insurance, & Life Insurance.
3. Employee Benefits: Group Gratuity Plans, Key Man Plans, & Group Term Plans.
4. Others: Marine Insurance, Liability Insurance, Officers And Directors Liability Insurance, & Professional Indemnity.

Benefits associated with corporate are the following,

1. Remain protected against unforeseen loss.
2. Diffuse risk by spreading amidst all.
3. Risk transfer to insurer improves credit standing.
4. Optimally use and invest capital with insurance to take care of emergencies.

* HOME INSURANCE

Secure your property from natural and man-made calamity with a sturdy HOME INSURANCE. Such policies give protection against,

1. Damage by man-made or natural agents.
2. Burglary or breakage in house.
3. Damage & break down of gadgets or appliances.
4. Loss of baggage during travel.
5. Robbery or theft of valuables.
6. Injury, permanent disability, or death.
7. Damage through acts of terrorism.
8. Public liability.
9. Injury/death of workers.
10. Post rental damage.
11. Rent loss through damage.

* INVESTMENTS

It is one of the leading LIC’s in India. It is aa joint venture between India’s largest bank SBI and the leading global insurance company BNP Paribas Cardif. This joint missio has excelled in presenting insurance and investment solutions all across the country and offers more than one product in the classes inclusive of life insurance, child plans, investments ad financial savings. The sheer variety of disposal bleended with great reach of SBI makes the corporation a formidable force in the insurance industry.

1. Mutual Funds.
2. Securities.

* MUTUAL FUNDS

India is on its way to become a superpower in the world economy and that is mainly due to two factors: the contribution of Indians around the world and the Indian economy itself. Indians abroad have done us proud through their contributions in various fields and are one of the most sought after professionals managing some of the top companies around the world. The Indian economy itself is booming with various positive factors like impressive growth in profitability of Indian corporate houses, good overall growth of the economy. Given these opportunities, investing in Indian markets is ideal right now.

We invite Non Resident Indians to take the opportunity to invest and benefit from the growth potential in India.

We, at SBI Mutual Fund, consistently strive to ensure our investors get value for their investments and have won several accolades from the industry. The trust of over 57 lakh investors is a genuine tribute to our fund management expertise. Keeping in mind the changing market scenario we continuously strive to meet your expectations with new products and services.

We request you to go through various sections of the NRI corner to help you understand the process better. Please make note of these simple yet important aspects that will not only save your time and effort but also make investing easier.

Mutual are of three categories:

1. Money Market investments are made in short term government debt papers and are good for parking money for short tenors, as the principal is safe, while the returns and liquidity remain high.
2. Debt Funds are investments made on debt instruments like government securities, corporate and institutional debt papers.
3. Equity Fund are investments in the stock market and are suitable for long term investors who want capital appreciation.

* SECURITIES

SBI SECURITIES efficiently uses the drawing and sales power of its Brokerage Operations to aggressively develop Investment Banking Operations that include corporate financing businesses (underwritten IPOs and bonds), consulting services for venture firms regarding financial and business strategies, and advisory services for M&As and MBOs.

* LOANS

There are loans given by SBI are:

1. House loans.
2. Car loans.
3. Education loans.
4. Personal loans.
5. Loans against property.
6. Loans against gold ornaments mortgage of property.

* HOUSE LOANS

SBI Home Loans is the largest Mortgage Lender in India, which has helped over 30 lakh families to achieve the dream of owning a home.

LTV- Loan to value

MCLR- Marginal cost of fund base leading rate

Current MCLR= 8.20%

RG- Risk Group

Home Loans (Term Loans)

TERM LOANS UPTO RS 30 LAC’S (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | LTV< 80 | 1 yr MCLR+ 10 bps, ER:8.35 | 1 yr MCLR+ 25 bps, ER:8.50 |
| LTV> 80 & < 90 | 1 yr MCLR+ 20 bps, ER:8.45 | 1 yr MCLR+ 35 bps, ER:8.60 |
| Other | LTV<80 | 1 yr MCLR+ 15 bps, ER:8.40 | 1 yr MCLR+ 30 bps, ER:8.55 |
| LTV>80 &< 90 | 1 yr MCLR+ 25 bps, ER:8.50 | 1 yr MCLR+ 40 bps, ER:8.65 |

TERM LOANS UPTO RS 30 LAC’S AND UPTO RS 75 LAC’S(1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,2,3 | 1 yr MCLR+ 35 bps, ER:8.60 | 1 yr MCLR+ 50 bps, ER:8.75 |
| RG-4,5,6 | 1 yr MCLR+ 45 bps, ER:8.70 | 1 yr MCLR+ 60 bps, ER:8.85 |
| Other | RG-1,2,3 | 1 yr MCLR+ 40 bps, ER:8.65 | 1 yr MCLR+ 55 bps, ER:8.80 |
| RG-4,5,6 | 1 yr MCLR+ 50 bps, ER:8.75 | 1 yr MCLR+ 65 bps, ER:8.90 |

TERM LOAN ABOVE 75 LAC’S – FLOATING RATE (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,2,3 | 1 yr MCLR+ 45 bps, ER:8.70 | 1 yr MCLR+ 60 bps, ER:8.85 |
| RG-4,5,6 | 1 yr MCLR+ 45 bps, ER:8.80 | 1 yr MCLR+ 70 bps, ER:8.95 |
| Other | RG-1,2,3 | 1 yr MCLR+ 50 bps, ER:8.75 | 1 yr MCLR+ 65 bps, ER:8.90 |
| RG-4,5,6 | 1 yr MCLR+ 60 bps, ER:8.85 | 1 yr MCLR+ 80 bps, ER:9.05 |

MAXGAIN – FLOATING INTEREST CARD RATE

LOANS >RS 20 LAC’S & UPTO RS 30 LAC’S (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,2,3 | 1 yr MCLR+ 15 bps, ER:8.40 | 1 yr MCLR+ 35 bps, ER:8.60 |
| RG-4,5,6 | 1 yr MCLR+ 25 bps, ER:8.50 | 1 yr MCLR+ 45 bps, ER:8.70 |
| Other | RG-1,2,3 | 1 yr MCLR+ 20 bps, ER:8.45 | 1 yr MCLR+ 40 bps, ER:8.65 |
| RG-4,5,6 | 1 yr MCLR+ 30 bps, ER:8.55 | 1 yr MCLR+ 50 bps, ER:8.75 |

MAXGAIN – LOANS <75 LAC’S & UPTO 3 CR’S (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,2,3 | 1 yr MCLR+ 60 bps, ER:8.85 | 1 yr MCLR+ 80 bps, ER:9.05 |
| RG-4,5,6 | 1 yr MCLR+ 70 bps, ER:8.95 | 1 yr MCLR+ 90 bps, ER:9.15 |
| Other | RG-1,2,3 | 1 yr MCLR+ 65 bps, ER:8.90 | 1 yr MCLR+ 85 bps, ER:9.10 |
| RG-4,5,6 | 1 yr MCLR+ 75 bps, ER:9.00 | 1 yr MCLR+ 95 bps, ER:9.20 |

MAXGAIN – LOANS < 3 CR’S (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,2,3 | 1 yr MCLR+ 95 bps, ER:9.20 | 1 yr MCLR+ 115 bps, ER:9.40 |
| RG-4,5,6 | 1 yr MCLR+ 105 bps, ER:9.30 | 1 yr MCLR+ 125 bps, ER:9.50 |
| Other | RG-1,2,3 | 1 yr MCLR+ 100 bps, ER:9.25 | 1 yr MCLR+ 120 bps, ER:9.45 |
| RG-4,5,6 | 1 yr MCLR+ 110 bps, ER:9.35 | 1 yr MCLR+ 130 bps, ER:9.55 |

HOME TOP OP LOANS CARD RATES

INSTA HOME TOP UP LOAN (1yr MCLR:8.25%)

|  |  |
| --- | --- |
|  | Revised Interest Rate |
| Insta Home Top Up Loan  (Rs. 1 lac to Rs. 5 lac’s) | 1 yr MCLR+ 100 bps, ER:9.25% irrespective of risk grades, gender and occupation |

INSTA HOME TOP UP LOAN WITHOUT EXTENSION OF MORTAGE ON HOUSE PROPERTY (1yr MCLR:8.25%)

|  |  |  |
| --- | --- | --- |
| Particulars | Salaired | Non-Salaried |
| Term Loan (upto Rs. 5 lac’s) | 1 yr MCLR+ 100 bps, ER:9.25 | 1 yr MCLR+ 150 bps, ER:9.75 |

SMART HOME TOP UP LOAN (1yr MCLR:8.25%)

|  |  |  |
| --- | --- | --- |
| Particulars | Salaried | Non-Salaried |
| Term Loan | 1 yr MCLR+ 100 bps, ER:9.25 | 1 yr MCLR+ 150 bps, ER:9.75 |
| Over Draft | 1 yr MCLR+ 150 bps, ER:9.75 | 1 yr MCLR+ 200 bps, ER:10.25 |

FOR FIVE YEARS

TERM LOANS UPTO RS 30 LAC’S (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women |  | 1 yr MCLR+ 70 bps, ER:8.95 | 1 yr MCLR+ 80 bps, ER:9.05 |
| Other |  | 1 yr MCLR+ 75 bps, ER:9.00 | 1 yr MCLR+ 85 bps, ER:9.10 |

TERM LOANS UPTO RS 30 LAC’S AND UPTO RS 75 LAC’S (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,3 | 1 yr MCLR+ 80 bps, ER:9.05 | 1 yr MCLR+ 90 bps, ER:9.15 |
| RG-4,6 | 1 yr MCLR+ 85 bps, ER:9.10 | 1 yr MCLR+ 95 bps, ER:9.20 |
| Other | RG-1,3 | 1 yr MCLR+ 85 bps, ER:9.10 | 1 yr MCLR+ 95 bps, ER:9.20 |
| RG-4,6 | 1 yr MCLR+ 90 bps, ER:9.15 | 1 yr MCLR+ 100 bps, ER:9.25 |

TERM LOAN ABOVE 75 LAC’S – FLOATING RATE (1yr MCLR:8.25%)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Salaried Borrowers(%) | Non-Salaried Borrowes(%) |
| Women | RG-1,3 | 1 yr MCLR+ 90 bps, ER:9.15 | 1 yr MCLR+ 100 bps, ER:9.25 |
| RG-4,6 | 1 yr MCLR+ 95 bps, ER:9.20 | 1 yr MCLR+ 105 bps, ER:9.30 |
| Other | RG-1,3 | 1 yr MCLR+ 95 bps, ER:9.20 | 1 yr MCLR+ 105 bps, ER:9.30 |
| RG-4,6 | 1 yr MCLR+ 100 bps, ER:9.25 | 1 yr MCLR+ 110 bps, ER:9.35 |

* CAR LOANS

Car loan EMI (or equated monthly installment) is a fixed amount of money paid by you to SBI against the loan taken. This is towards repayment of your loan to the bank. Every month, it is due on a fixed day of the month till your loan is fully paid back.

CAR LOANS INTEREST RATES

|  |  |  |
| --- | --- | --- |
| Scheme | | Interest Rate (1yr MCLR:8.25%) |
| SBI Car Loan, NRI Car Loan, Assured Car Loan Scheme | | From 9.00% to 9.70% |
| Loyalty Car Loan Scheme | SBI Car Loan, NRI Car Loan | Men: 1.35%> 1yr MCLR 9.60% p.a  Women: 1.30%> 1yr MCLR 9.55% p.a |
| Certified Pre-owned Car Loan Scheme | Men: 2.45%> 1yr MCLR 10.70% p.a  Women:2.40%> 1yr MCLR 10.65% p.a |
| Certified Pre-owned Car Loan Scheme | | From 11.00% to 12.00% |
| Super Bike Loan Scheme | | 3.45%> 1yr MCLR 11.70% p.a |
| SBI Two- Wheeler Loan | | 9.25%> 1yr MCLR 17.50% |
| SBI Car Loan Life | | |  |  | | --- | --- | | CIBIL Score | Rate Of Interest | | >=750 | 3.00%> 2yr MCLR 11.25% p.a | | From 650 to749 | 4.00%> 2yr MCLR 12.25% p.a | |

* EDUCATION LOANS

SBI Student Loan scheme is offered to Indian nations for pursuing higher studies in India or at a foreign institution. SBI Scholar Loan scheme is offered to students who have secured admissions in premier Indian institutions. A separate loan scheme is offered for pursuing vocational education and training in India.

SBI STUDENT LOAN SCHEME

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Loan Limit | 1yr MCLR | Spread | Effective Interest Rate | Reset Period |
| Upto Rs. 7.5 Lacs | 8.25% | 2.00% | 10.25% | 1yr |
| Concession | 0.50% concession in interest for girl students | | | |
| >7.5 Lacs | 8.25% | 2.25% | 10.25% | 1yr |
| Concession | 0.50% concession in interest for girl students | | | |
|  | 0.50% concession for students availing of SBI Rinn Raksha or any other existing policy assigned in favour of our bank | | | |

SBI SCHOLAR LOAN SCHEME

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| List | | 1yr MCLR | Spread | Effective Interest Rate | Reset Period |
| AA | ROI | 8.25% | 0.20% | 8.45% | 1yr |
| A | ALL IIMs & IITs | 8.25% | 0.35% | 8.60% | 1yr |
| Others Institutions | 8.25% | 0.50% | 8.75% | 1yr |
| B | ALL NITs | 8.25% | 0.50% | 8.75% | 1yr |
| Others Institutions | 8.25% | 1.00% | 8.25% | 1yr |
| C | ALL NITs | 8.25% | 0.50% | 8.75% | 1yr |
| Others Institutions | 8.25% | 1.50% | 9.75% | 1yr |

PART-TIME COURSES

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Loan Limit | 1yr MCLR | Spread | Effective Interest Rate | Reset Period |
| Upto Rs. 7.5 Lacs | 8.25% | 2.00% | 10.25% | 1yr |
| >7.5 Lacs | 8.25% | 2.25% | 10.25% | 1yr |
| Concession | 0.50% concession in interest for girl students | | | |

SBI SKILL LOAN SCHEME

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Loan Limit | 1yr MCLR | Spread | Effective Interest Rate | Reset Period |
| Upto Rs. 1.5 Lacs | 8.25% | 1.50% | 9.75% | 1yr |
| Concession | 0.50% concession in interest for girl students | | | |

SBI SKILL LOAN SCHEME

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Loan Limit | 1yr MCLR | Spread | Effective Interest Rate | Reset Period |
| >Rs.20Lacs & Upto Rs. 1.5 Lacs | 8.25% | 1.50% | 9.75% | 1yr |
| Concession | No Concession | | | |

* PERSONAL LOANS

SBI offers various types of personal loans like Xpress Credit Loan, SBI Pension Loan and Xpress Power. The range of personal loan products offered by SBI is for different needs of the consumer that may include business expansion, debit consolidation, foreign trip, marriage, home renovation, emergency medical expenses or others. Offering a personal loan upto Rs. 20 lakh, SBI is quick with loan processing and disbursal.

FOR DEFENCE/PARA-MILITARY/INDIAN COAST GUARD SALARY PACKAGE

TERM LOAN FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 3.40%-3.90% | 11.75%-12.25% |

OVERDRAFT FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 3.90%-4.40% | 11.75%-12.25% |

TERM LOAN FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 3.40%-3.90% | 12.25%-12.75% |

FOR OTHERS

TERM LOAN FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 3.40%-5.40% | 11.75%-13.75% |

OVERDRAFT FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 3.90%-6.90% | 12.25%-14.75% |

XPRESS POWER SCHEME

TERM LOAN FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 3.50%-5.15% | 11.85%-13.50% |

OVERDRAFT FACILITY

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 4.00%-5.65% | 12.35%-14.00% |

XPRESS CREDIT-IT EMPLOYEES SCHEME

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 4.80%-6.80% | 13.15%-15.15% |

XPRESS ELITE SCHEME

SBI SALARY PACKAGE A/c HOLDERS

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 2.40%-3.90% | 10.75%-12.25% |

OTHER THAN SALARY PACKAGE A/c HOLDERS

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 2.65%-4.15% | 11.00%-12.50% |

XPRESS CREDIT-NN PERMANENT EMPLOYEES(NPES)

CENTRAL AND STATE GOVERNMENT

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 4.30%-6.40% | 12.65%-14.75% |

CO-OPERATIVES/INSTITUTIONS

|  |  |  |
| --- | --- | --- |
| 2yr MCLR | Spread | Effective Interest Rate |
| 8.35% | 5.05%-6.65% | 13.40%-15.00% |

* LOANS AGAINST PROPERTY

A dream come true! An ALL PURPOSE LOAN for many thing that life throws up at you!! Do you need funds meeting expenditure on education, marriage, healthcare etc. A simple undertaking in the application itself and no documentary evidence for end use of the fund to be insisted upon. Employees, professionals and Self employed individuals who are IT assesses and NRIs who own residential property or commercial property in his/her own name or in the name of spouse/children/parent/sibling.

>50% OF NMI IS COMING FROM SALARY INCOME

|  |  |
| --- | --- |
| Loan Amount | Interest Rate |
| Upto Rs.1cr | 1.45% + 1yr MCLR |
| >Rs.1cr& upto Rs.2cr | 2.10% + 1yr MCLR |
| >Rs.2cr& upto Rs.7.50cr | 2.50% + 1yr MCLR |

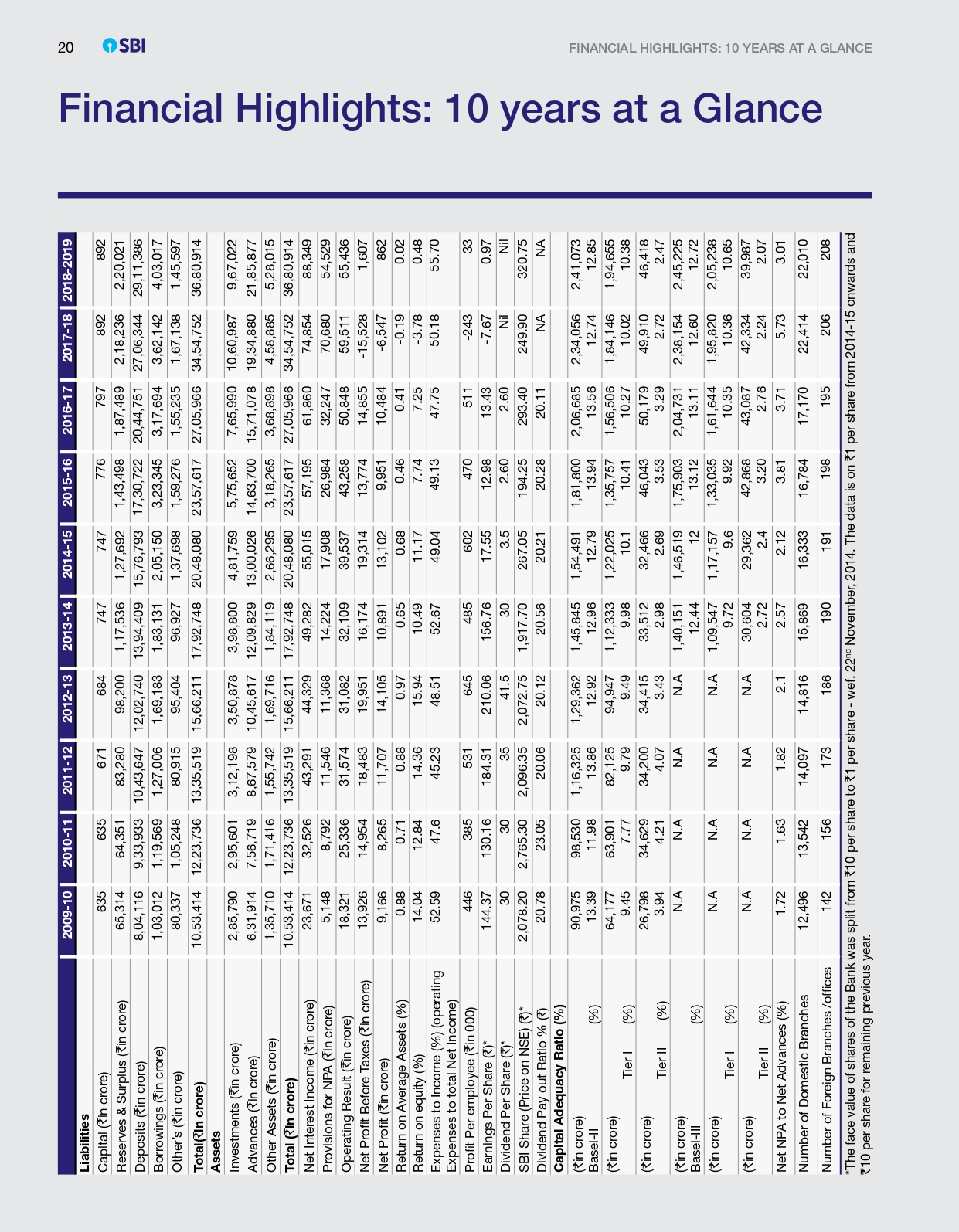
>50% OF NMI IS COMING FROM BUSINESS/PROFESSION INCOME

|  |  |
| --- | --- |
| Loan Amount | Interest Rate |
| Upto Rs.1cr | 2.10% + 1yr MCLR |
| >Rs.1cr& upto Rs.2cr | 2.60% + 1yr MCLR |
| >Rs.2cr& upto Rs.7.50cr | 3.00% + 1yr MCLR |

* LOANS AGAINST GOLD ORNAMENTS AND MOTAGAGE OF PROPERTY

Any personal purpose such as meeting expenditure on education, marriage, healthcare, etc. other than speculative purpose. An undertaking to this effect will be obtained from the customer in the application itself and no documentary evidence for end use of the fund will be insisted upon.

* BALANCE SHEET OF SBI FOR LAST FEW YEARS



CHAPTER 3

CONCEPTUAL PROFILE

CONCEPTUAL PROFILE

## EVOLUTION OF SBI

The origin of the State Bank of India goes back to the first decade of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta on 2 June 1806. Three years later the bank received its charter and was re-designed as the Bank of Bengal (2 January 1809). A unique institution, it was the first joint-stock bank of British India sponsored by the Government of Bengal. The Bank of Bombay (15 April 1840) and the Bank of Madras (1 July 1843) followed the Bank of Bengal. These three banks remained at the apex of modern banking in India till their amalgamation as the Imperial Bank of India on 27 January 1921.

Primarily Anglo-Indian creations, the three presidency banks came into existence either as a result of the compulsions of imperial finance or by the felt needs of local European commerce and were not imposed from outside in an arbitrary manner to modernise India's economy. Their evolution was, however, shaped by ideas culled from similar developments in Europe and England, and was influenced by changes occurring in the structure of both the local trading environment and those in the relations of the Indian economy to the economy of Europe and the global economic framework.

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##### Establishment

The establishment of the Bank of Bengal marked the advent of limited liability, joint-stock banking in India. So was the associated innovation in banking, viz. the decision to allow the Bank of Bengal to issue notes, which would be accepted for payment of public revenues within a restricted geographical area. This right of note issue was very valuable not only for the Bank of Bengal but also its two siblings, the Banks of Bombay and Madras. It meant an accretion to the capital of the banks, a capital on which the proprietors did not have to pay any interest. The concept of deposit banking was also an innovation because the practice of accepting money for safekeeping (and in some cases, even investment on behalf of the clients) by the indigenous bankers had not spread as a general habit in most parts of India. But, for a long time, and especially upto the time that the three presidency banks had a right of note issue, bank notes and government balances made up the bulk of the investible resources of the banks.

The three banks were governed by royal charters, which were revised from time to time. Each charter provided for a share capital, four-fifth of which were privately subscribed and the rest owned by the provincial government. The members of the board of directors, which managed the affairs of each bank, were mostly proprietary directors representing the large European managing agency houses in India. The rest were government nominees, invariably civil servants, one of whom was elected as the president of the board.



##### Business

The business of the banks was initially confined to discounting of bills of exchange or other negotiable private securities, keeping cash accounts and receiving deposits and issuing and circulating cash notes. Loans were restricted to Rs.one lakh and the period of accommodation confined to three months only. The security for such loans was public securities, commonly called Company's Paper, bullion, treasure, plate, jewels, or goods 'not of a perishable nature' and no interest could be charged beyond a rate of twelve per cent. Loans against goods like opium, indigo, salt woollens, cotton, cotton piece goods, mule twist and silk goods were also granted but such finance by way of cash credits gained momentum only from the third decade of the nineteenth century. All commodities, including tea, sugar and jute, which began to be financed later, were either pledged or hypothecated to the bank. Demand promissory notes were signed by the borrower in favour of the guarantor, which was in turn endorsed to the bank. Lending against shares of the banks or on the mortgage of houses, land or other real property was, however, forbidden.

Indians were the principal borrowers against deposit of Company's paper, while the business of discounts on private as well as salary bills was almost the exclusive monopoly of individuals Europeans and their partnership firms. But the main function of the three banks, as far as the government was concerned, was to help the latter raise loans from time to time and also provide a degree of stability to the prices of government securities.

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##### Major change in the conditions

A major change in the conditions of operation of the Banks of Bengal, Bombay and Madras occurred after 1860. With the passing of the Paper Currency Act of 1861, the right of note issue of the presidency banks was abolished and the Government of India assumed from 1 March 1862 the sole power of issuing paper currency within British India. The task of management and circulation of the new currency notes was conferred on the presidency banks and the Government undertook to transfer the Treasury balances to the banks at places where the banks would open branches. None of the three banks had till then any branches (except the sole attempt and that too a short-lived one by the Bank of Bengal at Mirzapore in 1839) although the charters had given them such authority. But as soon as the three presidency bands were assured of the free use of government Treasury balances at places where they would open branches, they embarked on branch expansion at a rapid pace. By 1876, the branches, agencies and sub agencies of the three presidency banks covered most of the major parts and many of the inland trade centres in India. While the Bank of Bengal had eighteen branches including its head office, seasonal branches and sub agencies, the Banks of Bombay and Madras had fifteen each.



* Presidency Banks Act

The presidency Banks Act, which came into operation on 1 May 1876, brought the three presidency banks under a common statute with similar restrictions on business. The proprietary connection of the Government was, however, terminated, though the banks continued to hold charge of the public debt offices in the three presidency towns, and the custody of a part of the government balances. The Act also stipulated the creation of Reserve Treasuries at Calcutta, Bombay and Madras into which sums above the specified minimum balances promised to the presidency banks at only their head offices were to be lodged. The Government could lend to the presidency banks from such Reserve Treasuries but the latter could look upon them more as a favour than as a right.



* BANK OF MADRAS

The decision of the Government to keep the surplus balances in Reserve Treasuries outside the normal control of the presidency banks and the connected decision not to guarantee minimum government balances at new places where branches were to be opened effectively checked the growth of new branches after 1876. The pace of expansion witnessed in the previous decade fell sharply although, in the case of the Bank of Madras, it continued on a modest scale as the profits of that bank were mainly derived from trade dispersed among a number of port towns and inland centres of the presidency.

India witnessed rapid commercialisation in the last quarter of the nineteenth century as its railway network expanded to cover all the major regions of the country. New irrigation networks in Madras, Punjab and Sind accelerated the process of conversion of subsistence crops into cash crops, a portion of which found its way into the foreign markets. Tea and coffee plantations transformed large areas of the eastern Terais, the hills of Assam and the Nilgiris into regions of estate agriculture par excellence. All these resulted in the expansion of India's international trade more than six-fold. The three presidency banks were both beneficiaries and promoters of this commercialisation process as they became involved in the financing of practically every trading, manufacturing and mining activity in the sub-continent. While the Banks of Bengal and Bombay were engaged in the financing of large modern manufacturing industries, the Bank of Madras went into the financing of large modern manufacturing industries, the Bank of Madras went into the financing of small-scale industries in a way which had no parallel elsewhere. But the three banks were rigorously excluded from any business involving foreign exchange. Not only was such business considered risky for these banks, which held government deposits, it was also feared that these banks enjoying government patronage would offer unfair competition to the exchange banks which had by then arrived in India. This exclusion continued till the creation of the Reserve Bank of India in 1935.



##### Presidency Banks of Bengal

The presidency Banks of Bengal, Bombay and Madras with their 70 branches were merged in 1921 to form the Imperial Bank of India. The triad had been transformed into a monolith and a giant among Indian commercial banks had emerged. The new bank took on the triple role of a commercial bank, a banker's bank and a banker to the government.

But this creation was preceded by years of deliberations on the need for a 'State Bank of India'. What eventually emerged was a 'half-way house' combining the functions of a commercial bank and a quasi-central bank.

The establishment of the Reserve Bank of India as the central bank of the country in 1935 ended the quasi-central banking role of the Imperial Bank. The latter ceased to be bankers to the Government of India and instead became agent of the Reserve Bank for the transaction of government business at centres at which the central bank was not established. But it continued to maintain currency chests and small coin depots and operate the remittance facilities scheme for other banks and the public on terms stipulated by the Reserve Bank. It also acted as a bankers' bank by holding their surplus cash and granting them advances against authorised securities. The management of the bank clearing houses also continued with it at many places where the Reserve Bank did not have offices. The bank was also the biggest tenderer at the Treasury bill auctions conducted by the Reserve Bank on behalf of the Government.

The establishment of the Reserve Bank simultaneously saw important amendments being made to the constitution of the Imperial Bank converting it into a purely commercial bank. The earlier restrictions on its business were removed and the bank was permitted to undertake foreign exchange business and executor and trustee business for the first time.

* IMPERIAL BANK

The Imperial Bank during the three and a half decades of its existence recorded an impressive growth in terms of offices, reserves, deposits, investments and advances, the increases in some cases amounting to more than six-fold. The financial status and security inherited from its forerunners no doubt provided a firm and durable platform. But the lofty traditions of banking which the Imperial Bank consistently maintained and the high standard of integrity it observed in its operations inspired confidence in its depositors that no other bank in India could perhaps then equal. All these enabled the Imperial Bank to acquire a pre-eminent position in the Indian banking industry and also secure a vital place in the country's economic life.

##### D:\Prasad Files\Project\1107551349119-evo_imperial.jpg

When India attained freedom, the Imperial Bank had a capital base (including reserves) of Rs.11.85 crores, deposits and advances of Rs.275.14 crores and Rs.72.94 crores respectively and a network of 172 branches and more than 200 sub offices extending all over the country.

* FIRST FIVE YEAR PLAN

In 1951, when the First Five Year Plan was launched, the development of rural India was given the highest priority. The commercial banks of the country including the Imperial Bank of India had till then confined their operations to the urban sector and were not equipped to respond to the emergent needs of economic regeneration of the rural areas. In order, therefore, to serve the economy in general and the rural sector in particular, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. An act was accordingly passed in Parliament in May 1955 and the State Bank of India was constituted on 1 July 1955. More than a quarter of the resources of the Indian banking system thus passed under the direct control of the State. Later, the State Bank of India (Subsidiary Banks) Act was passed in 1959, enabling the State Bank of India to take over eight former State-associated banks as its subsidiaries (later named Associates).

The State Bank of India was thus born with a new sense of social purpose aided by the 480 offices comprising branches, sub offices and three Local Head Offices inherited from the Imperial Bank. The concept of banking as mere repositories of the community's savings and lenders to creditworthy parties was soon to give way to the concept of purposeful banking subserving the growing and diversified financial needs of planned economic development. The State Bank of India was destined to act as the pacesetter in this respect and lead the Indian banking system into the exciting field of national development.

* SBI YONO

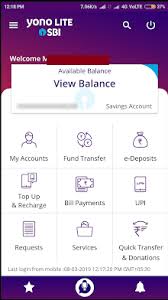
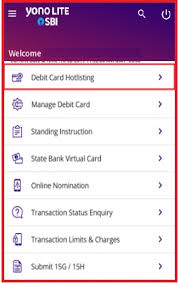
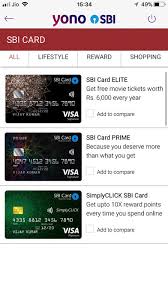
YONO (You Only Need One) is an integrated digital banking platform offered by [State Bank of India](https://en.wikipedia.org/wiki/State_Bank_of_India) (SBI) to enable users to access a variety of financial and other services such as taxi bookings, online shopping, or medical bill payments. YONO is offered as a [smartphone app](https://en.wikipedia.org/wiki/Smartphone_app) for both [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) and [iOS](https://en.wikipedia.org/wiki/IOS).

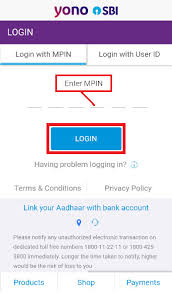
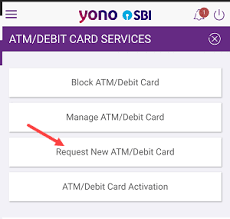
## Launch

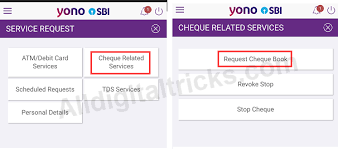
YONO was launched on Friday 24 November 2017 by [Arun Jaitley](https://en.wikipedia.org/wiki/Arun_Jaitley), the [Finance Minister of India](https://en.wikipedia.org/wiki/Minister_of_Finance_(India)).

## Features

YONO offers services from over 60 [e-commerce](https://en.wikipedia.org/wiki/E-commerce_in_India) companies including online shopping, travel planning, taxi booking, online education and offline retail. YONO also offers conventional [mobile banking](https://en.wikipedia.org/wiki/Mobile_banking) services such as bank account opening, fund transfers, cashless bill payments, and loans. The smartphone app can be used to make ATM withdrawals.



CHAPTER 4

FINDINGS ANALYSIS AMD INTERPRETATION

* WHAT IS YOUR AGE?

|  |  |  |
| --- | --- | --- |
| <18 YRS | 19-30 YRS | >30 YRS |
| 9 | 40 | 10 |

INTERPRETATION

IN FIRST QUESTION WE CAN SEE THAT THERE ARE MORE AGE BETWEEN

19-30YRS ARE USING SBI YONO

* DO YOU HAVE A BANK ACCOUNT?

|  |  |
| --- | --- |
| YES | NO |
| 70 | 30 |

INTERPRETATION

FROM THE ABOVE GRAPH WE CAN SEE THAT MORE PEOPLE ARE HAVING BANK A/c’s ON SBI YONO

* IN WHICH BANK DO YOU HAVE BANK ACCOUNT?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SBI | ANDHRA BANK | ICICI | HDFC | OTHERS |
| 9 | 6 | 4 | 3 | 2 |

INTERPRETATION

FROM THE ABOVE TABLE WE CAN THAT MORE NUMBER OF PEOPLE PREFER SBI COMPARINE TO THE OTHERS BANKS

* WHAT WAS THE MOST IMPORTANT FACTOR/PURPOSE OF YOUR’S FOR OPENING BANK ACCOUNT?

|  |  |  |  |
| --- | --- | --- | --- |
| SERVICES | ATM | MOBILE BANKING | INTERNET BANKING |
| 9 | 8 | 9 | 9 |

INTERPRETATION

FROM THE ABOVE GRAPH WE CAN THAT MORE NUMBER OF PEOPLES EITHER CHOOSE BANKS A/c’s FOR SERVICES RENDERED BY BANK OR FOR MOBILE BANKING OG FOR ATM PURPOSE FEW PEOPLE CHOOSE BANK FOR INTERNET BANKING PURPOSE

* WHAT DO YOU THINK E-BANKING IS GONNA REPLACE THE TRADINATIONAL BANK IN FUTURE?

|  |  |  |
| --- | --- | --- |
| YES | NO | NUTRAL |
| 9 | 2 | 2 |

INTERPRETATION

IN THE ABOVE GRAPH WE CAN SEE THAT MORE THEN50% PEOPLE BELIEVE THAT E-BANKING IS GONNA REPLACE TRADITIONAL BANKING

* DO YOU TRUST THE ONLINE SECURITY?

|  |  |  |
| --- | --- | --- |
| YES | NO | SOMETIMES |
| 9 | 2 | 2 |

INTERPRETATION

FROM THE ABOVE GRAPH WE CAN SEE CLEARLY THAT MORE THAN 50% PEOPLE TRUST ONLINE SECURITY

* DO YOU USE ONLINE BANKING?

|  |  |
| --- | --- |
| YES | NO |
| 9 | 2 |

INTERPRETATION

FROM THE ABOVE GRAPH WE CAN SEE CLEARLY THAT MORE THAN 50% ARE USING ONLINE BANKING

* WHAT KIND OF SERVICES ARE PROVIDED BY THE BANK FOR MONEY TRANSFER?

|  |  |  |  |
| --- | --- | --- | --- |
| MONEY TRANSFER | ONLINE MONEY TRASFER | BANKING MONEY TRANSFER | OTHERS |
| 9 | 7 | 7 | 5 |

INTERPRETATION

FROM THE ABOVE GRAPH IT IS CLEAR THAT MORE THAN 50% ARE USING E-BANKING FOR MONEY TRANSFER PURPOSE IT IS EASY AND FASTEST METHOD

* HOW OFTEN DO YOU USE ONLINE SERVICES?

|  |  |  |  |
| --- | --- | --- | --- |
| RARELY | SOMETIMES | DAILY | NEVER |
| 5 | 4 | 9 | 2 |

INTERPRETATION

FROM THE ABOVE GRAPH WE CAN SEE THAT MORE THAN 50% PEOPLE ARE UNSING E-BANKING DAILY

* HOW DID YOU COME TO KNOW ABOUT ONLINE BANKING?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| BANK EMPLOYEES | RELATIVES OR FRIENDS | ADVERTISMENT | SOCIAL MEDIA | OTHERS |
| 5 | 4 | 3 | 7 | 8 |

INTERPRETATION

FROM THE ABOVE GRAPH ANALYSIS WE CAN CLEARLY SAY THAT EVERYONE IS GOT TO KNOW ABOUT ONLINE BANKING THROUGH BANK OR OTHERS EVENLY

FINDINGS

From my survey, I could come to know that there is awareness of online banking is about SBI YONO. From the above analysis we can easily say they ther are so many people are using online banking and we if known about is. If there are any problem they can easily get information.

More than 50% customers of SBI hloders using online banking. Because present day’s people are interested to use online banking only, so that they won’t be standing in front of traditional bank. And more over everyone are using smart phones in there own life in present generation.

Mostly educated people using online banking. Because they can open anywhere, any time even they can open by using smart phones the only thing they used to operate online banking is internet.

Online banking is very easy, bery fast, also completed work with online banking.

Online banking is not difficult to understand and in modern world it is essentail. Earlier people make time for each and everyone but when the technique are improvong day by day people used to work more hours for profit because of that they used to have simple and easy manner. SBI bank provide this online banking, so that people can operate easily.

Most of the people having knowledge of online banking but they do not use because of lack of information.

50% people like to desire of online banking concept and procedure.

Most of the people are using STATE BANK BUDDY APP and SBI E-PAY and SBI YONO etc.

INTERPRETATION

From tha above graph we can that more number of people in having bank account. In the first question we can see that there are more age people between 19-30 yrs. From the above table we can say that more number of people prefer SBI bank comparing with other banks from the above graph we can say that more number of people either choose bank account for service rendered by bank or for mobile banking or for ATM purpose.

Few people choose bank for ATM purpose. Few people choose bank for internet banking purpose in above graph it is clearly stated that more number of people are willing to encourage pnline banking from the above garph it is clearly that people use banking for money transfer purpose payment purpose because it is easy and fastest method from the above analysis we can say more people use E-Banking in their day to day life from tha above analysis we can say that everyone ge to know about online banking through some or others.

Online banking os not difficult to understand and in modern it is essentail earlier people make time for each and every purpose of the bank but when the technology improves they used to make the process simple where people won’t struggle. SBI bank provides this online banking so that people can easily operate.

CHAPTER 5

SUMMARY AND SUGGETIONS

SUMMARY

The study on “Marketing of e-banking products with reference to credit card in Thanjavur, Tamilnadu” have been analysed in this study. Regarding the analyses was made and found out that the growth and evolution of e-banking products and the respondents prefer to use it for convenient transactions in banking. The socio-economic variables which are influence the cardholders’ usage and possession of card for long duration of time. Satisfaction seems to be an average through the analyses and test when it is compared to the awareness and satisfaction degree of cardholders. As an outcome of the result depends upon the awareness level of cardholders, they look more satisfied on the awareness level of the card being issued by the banks. The issuers should take necessary steps to improve their cardholders’ awareness for perennial satisfaction of the cardholders.

The problems awareness and the respondents’ satisfaction are high to which they are not induced for shifting them in future. The unsolicited cardholders were highly dissatisfied than solicited. The researcher has advised that the issuing banks should take prompt steps to sell their cards only those who are willing to buy.

To conclude that the card issuer of various banks in this study area should adopt right marketing strategy to maintain their existing and attracting new customers for achieving long-term profitability, survival and stability of e-banking business at present and growth of economy of our country in future.

SUGGESTIONS

The following are the important suggestions made by the researcher to resolve the various problems of card issuing banks and for the growth of card sales, satisfaction of the cardholders and correct tuning of their future marketing strategy to improve better performance.

The card issuers should take necessary steps to improve the awareness among female card holders, higher age group, graduates and professionals, businessmen, rural respondents, higher income group and unmarried card holders for their business growth in the area of the study.

It is suggested that the bankers may be consider to issue more E-Banking product of their respondents which was preferred for their convenience in banking.

The majority of the card holders purpose of choosing the card for purchase convenience and interest free on credit facility available. It is suggested that the issuers should encourage the merchant establishments for wider acceptability of card for purchase convenience and growth of sales and satisfaction of cardholders.

It is suggested that the card divisions should utilize their own sales executive and and respondent’s friends and relatives for the futher growth of card sales.

ANNEXURES

QUESTIONNAIRE ON SBI YONO

1. While opening up the account were you aware of internet banking?

a. Yes

b. No

1. Do you think E-Banking is going to replace traditional banking in future?
2. Yes
3. No
4. Maybe
5. What would put you of banking over the internet?
6. Repentance to change
7. Security concerns
8. Black of internet access
9. Other
10. Do you think a bank need to have a website?
11. Yes
12. No
13. Do you trust the online security?
14. Yes
15. No
16. In which bank do you have bank account?
17. ICICI
18. SBI
19. Andhra Bank
20. HDFC
21. Others
22. What would you encourage you to use more online banking?
23. Acquisitions of customers
24. 24/7 services
25. Customer Feedback
26. All of the above
27. What benefit’s do you get from the internet in terms of banking services?
28. Convince
29. Empowerment
30. Better Services
31. Lower Cost & Better Rates
32. Others
33. What transactions you prefer to do by net?
34. Money Transfer
35. Credit fixed deposit online
36. Checking of your current balance
37. Others
38. How often do you use online banking services?
39. Rarely
40. Sometimes
41. Never
42. Daily
43. How do you know to come about online banking?
44. Bank employee
45. Friends or Relatives
46. Advertisement
47. Social Media
48. Others
49. Are you satisfy by using online banking?
50. Yes
51. No
52. Maybe
53. How do you think bank can improve their relationship with customer through the use of this internet?
54. Excellent
55. Very good
56. Average
57. Below average
58. Do you have any bank account?
59. Yes
60. No
61. What is the most important factor purpose of opening account?
62. Services provided by the bank
63. ATM
64. Mobile Banking
65. Internet Banking

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BIBLIOGRAPHY

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